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Paul Ecke



THE CALIFORNIA POINSETTIA GROWER

ENCINITAS, CALIFORNIA



Sept. 20, 1939

U.S. Dept. Agriculture.
Washington n. D.C.

Gentlemen:

Herewith I am sending you my price list of poinsettia stock plants for April 1st delivery, 1940, for which I am now booking orders.

Ruth Ecke, Oak Leaf, Henriette Ecke (double), St. Louis, Mrs. Paul Ecke, Barbara Ecke, Pink, Hollywood, and White, \$15, \$25, \$35, and \$50 per 100. Small one year old plants \$10 per 100. Jumbo plants \$60 per 100. Cathryn Reed Variegated \$25, \$50 and \$75 per 100. $2\frac{1}{4}$ " plants on the patented Ruth Ecke variety will be restricted to \$8 per 100 and \$75 per 1000, and on the Cathryn Reed to \$10 per 100. These prices are F.O.B. eastern cities % Railway Express Agency, on orders placed in time for April 1st delivery.

Due to climatic conditions, it was very difficult to take care of orders the way I would have liked to this past spring, but I am very glad to be able to state that my stock is now again in excellent condition, and that I have worked up a very good surplus and have approximately 50% more stock on hand now than I had at this time last year, and feel positive that I will be able to take first class care of any and all orders which I may receive. I have acquired additional equipment and feel certain that I can protect my plants against all damage by the cold weather, and will guarantee good delivery of my stock for next spring, and guarantee the production on the plants. My plants are of course guaranteed to be free of all mealy bug, ground aphis, scale, nematode, and any and all other pests.

A great many of the growers have found it advisable to buy new stock every year, and to save themselves the expense of carrying over old stock. All of these customers were protected this spring on their production, and I will of course protect all the customers who dispose of their stock plants now, on their next year's crop.

It is now the end of the propagating season, and the decision of how much space you are going to devote on carrying over old stock plants, must be made now. By placing your order at the present time you can be assured of the best stock available, delivered to you right after Easter, and you will help me a great deal in working out my distribution problem.

I want to thank you for all the good business you have given me, and want to assure you that I would more than appreciate having you place your order at the present time with me, which I know will be mutually advantageous.

Sincerely yours,

PAUL ECKE

PE:GM

